

2007 BRITISH COLUMBIA & TERRITORIES CANADIAN VISITORS TO ARIZONA

VISITATION VOLUME	
Total Visitors from British Columbia and Territories Canada to Arizona	101,000

QUARTER OF TRAVEL	
1st Quarter	40.9%
2nd Quarter	16.2%
3rd Quarter	11.6%
4th Quarter	31.3%

Visitor Demographics:

GENDER	
Female	49.3%
Male	42.1%

AGE	
Children 0-19 years	2.4%
20–34 years	7.2%
35–54 years	18.5%
55–74 years	52.9%
75+ years	10.3%
Unknown	8.7%

PARTY COMPOSITION	
Avg Travel Party Size	1.9 persons
Traveling Alone	16.4%
2 Adults	62.9%
3+ Adults	8.7%
Adults and Children	3.4%
Unknown	8.7%

TRAVEL PARTY SIZE	
1 person	16.8%
2 persons	66.1%
3 persons	4.0%
4 persons	5.2%
5-9 persons	4.9%
10+ persons	3.1%

Trip Behavior:

LENGTH OF STAY	
Avg Visit Duration	14.2 nights
1–3 nights	20.3%
4–9 nights	48.3%
10–20 nights	17.0%
21+ nights	14.4%

MODE OF ENTRY	
Airplane	52.4%
Auto	40.1%
Via USA	4.8%
Bus	1.1%
Other	1.7%

Source: Statistics Canada

Trip Behavior (continued):

MAIN TRIP REASON	
Holiday, Vacation	55.7%
Visit Friends or Relatives	21.2%
Meetings	6.6%
Second Home, Cottage, Condo	5.1%
Convention, Conference, Trade Show	3.6%
Attend Events, Attractions	3.4%
Other Work	1.9%
Personal (Medical, Wedding, etc)	1.6%
Other	1.0%

ACCOMMODATIONS	
Home of Friend or Relatives Only	21.3%
Motel Only	20.2%
Hotel Only	14.5%
Camping or Trailer Park Only	10.3%
No Accommodation Reported	8.1%
Other Only	5.9%
Hotel & Motel	5.5%
Other Combinations of 2 types	4.9%
Combination of 3 or more types	4.0%
Motel & Home of Friends/Relatives	2.4%
Cottage/Cabin Only	2.1%
Hotel & Home of Friends/Relatives	0.9%

Visitor Spending:

VISITOR SPENDING (CDN \$)	
Avg Spending per Visit	\$904.38 CDN
\$0—\$299 CDN*	12.7%
\$300—\$1,999 CDN*	50.4%
\$2,000—\$7,999 CDN*	34.5%
\$8,000+ CDN*	1.1%

VISITOR SPENDING (US \$)	
Avg Spending per Visit	\$971.93 US
\$0—\$321 US*	12.7%
\$322—\$2,148 US*	50.4%
\$2,149—\$8,596 US*	34.5%
\$8,597+ US*	1.1%

*Annualized Conversion rate for 2007: \$1 CDN = \$0.9305 US

VISITOR SPENDING PER NIGHT (CDN \$)	
Avg Spending per Night	\$63.49 CDN

VISITOR SPENDING PER NIGHT (US \$)	
Avg Spending per Night	\$68.23 US

Source: Statistics Canada; Bank of Canada